**Video Title:** “Stronger Than That” – Craig Campbell

**Video URL:** [**https://www.youtube.com/watch?v=9AlSU-f-qm4**](https://www.youtube.com/watch?v=9AlSU-f-qm4)

**Run Time/Source:** 2:31,Mayo Clinic/Craig Campbell/YouTube **Close Caption Available:** No

Pride as a motivator is covered on pages 168-169 of the textbook. The purpose of this video is to raise awareness for the Mayo Clinic’s campaign to fight colorectal cancer. The Mayo Clinic states, “As the official medical and social media partner for Fight Colorectal Cancer’s #StrongArmSelfie awareness campaign, Mayo Clinic produced this video “*Stronger Than That*” by BBR Music Group’s Craig Campbell. Craig wrote this song specifically for the campaign and is donating all proceeds from song downloads to FightCRC. Although not the intended purpose of this video, it is also an outstanding example of pride in work and the organization is a strong motivator.

*Questions for Thought and Discussion*

1. Why are we being asked to watch this video from the Mayo Clinic? I thought this course was about organizational behavior, not cancer treatment.

2. In what way does this video suggest that pride is a strong employee motivator?

3. Why would being on a team dedicated to fighting colorectal cancer generate so much pride?

4. Why would working for the Mayo Clinic generate so much employee pride?

5. What is your observation of the diversity of the workforce at the Mayo Clinic?